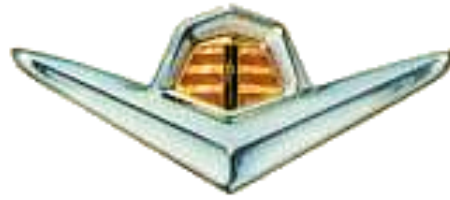




Presenting

The Brilliant New DODGE LANCER for 1955



A Car of Noble Proportions



Gallant and Gay

If your eye is already lingering longingly on this page . . . if you are off in day dreams of open spaces and adventure, and you feel an irresistible yearning to possess . . . then you will never be content until you command the dashing Dodge Lancer.

Born to rule the road in flashing style, and to *belong* wherever you find the finest things in life, this magnificent automobile is endowed with a prestige that is distinctively and exclusively its own. With beauty that makes all passers-by take a second, envious look, with its outstanding power and custom styling, it sweeps far ahead of all challenge on any score by any car, foreign or domestic.

The inspired Dodge Lancer is that kind of car.



Proud... Aloof

So smart... so very special... the Custom Royal V-8 Lancer reflects all that is excitingly new and unmistakably fine.

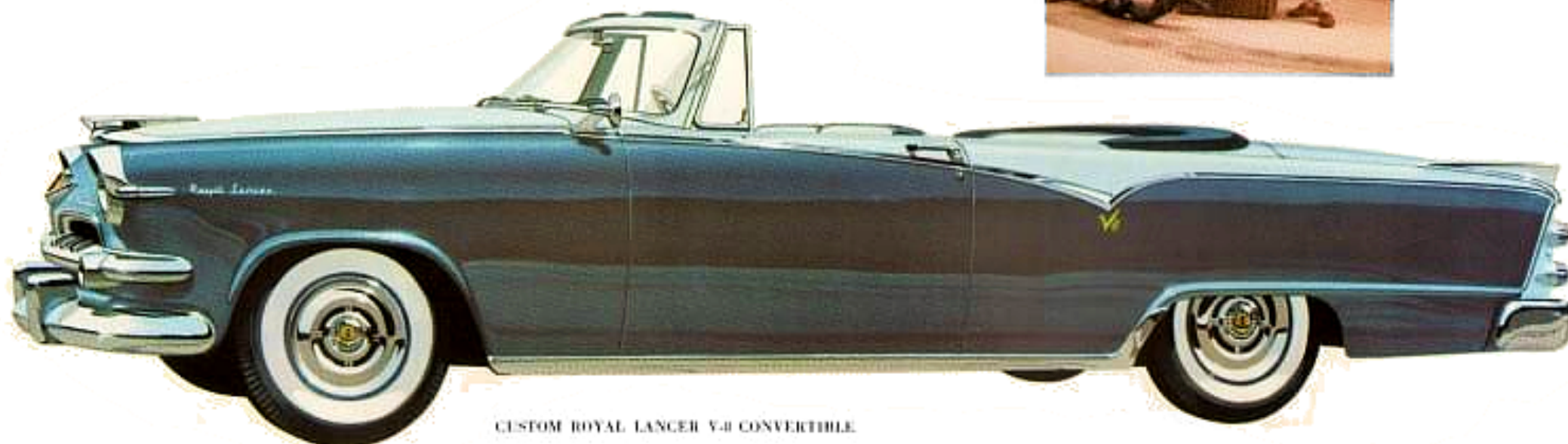
The brilliant innovation of its three-tone exterior trim (another first for Dodge), the thrilling longer, lower, wider lines, the forward-thrusting hood and twin-jet taillights herald a new era of style, years ahead of any other car. Superb interiors in the smartest, finest Jacquard fabrics cradle you in new comfort, roominess and ride. And the aircraft-type Super Red Ram V-8 engine, now stepped up to 193 h.p., with optional power equipment, rules the road.



Extra-spacious Custom Royal Lancer interiors are fashioned in Jacquard fabrics in dark blue, dark green or black (shown), brilliantly accented with ivory Cordovan. Color-coded, deep-piled carpeting and luxurious paneling complete the distinguished smartness.



Above the Commonplace



CUSTOM ROYAL LANCER V-8 CONVERTIBLE



Custom Royal Lancer Convertible two-tone interiors are in bright, enduring Cordgrain in dark blue (shown), dark green or black with ivory Cordgrain trim. Taps are blue, green, black or white. Even the colors bespeak surge and action!

Only in the word "convertible" does the Custom Royal Lancer V-8 Convertible have any bond in common with any other car. Each time you take the wheel there is a pulse-quickenng invitation to surging action, spirited ride in new and sporty luxury.

The exhilarating feeling of flight is enhanced by the Flite-Styled control panel, by the sweeping command of all you survey through the "New Horizon" full wrap-around windshield, and by the clean agile lines, so new they virtually leap out of tomorrow. Naturally, too, you have the flashing power of the 183-h.p. Super Red Ram V-8 engine or its 193 h.p. running mate —most advanced aircraft-type engines in the land.



ROYAL LANCER V-8

Valiant and Bold

The beautiful Royal Lancer V-8 (*above*) is another invitation to leave the humdrum and discover new motoring pleasure, a new concept of power and ride. Even the all-new *three-tone* exterior styling departs completely from the everyday and subtly accents the flashing promise of beauty come alive!

The Coronet Lancer V-8, too, (*below*), has all the exciting Lancer sparkle and style, plus the fine Coronet tradition of economy and dependable performance with a great new 175-h.p. Red Ram V-8 engine. Fashioned with the full, swept-back "New Horizon" windshield, the Coronet Lancer belongs in any company, anywhere.



CORONET LANCER V-8



Royal Lancer V-8 interiors feature Jacquard fabrics in black, green or blue, with white trim.

Special Coronet Lancer V-8 deluxe interior has yellow or black Jacquard weave; white Corlagrain trim.



Command the finest
most advanced features
of any car in the land

183-hp. Super Red Ram V-8... also available *Exton-Powered** to 193 h.p. Only Dodge in its field offers an advanced aircraft-type V-8 engine with hemi-spherical combustion chamber. Holds more AAA records for performance, endurance, stamina and economy than any other in the land.

**Optional at extra cost*



Dodge Full-Time Coaxial Power Steering*. Reduces steering effort 80%. Smoother, safer.



New Filter Control for '55 Dodge Fully Automatic PowerFilter Drive*. The hand that guides this lever rules the road.



Dodge Safety Power Brakes* with extra-wide brake pedal. Reduce braking pressure required by 33%.



Dodge Automatic Window Lifts* (and Dodge 4-Way Power Seat*). Smooth, more power assistance at the flick of a fingertip.

**Optional equipment, at extra cost*

SPECIFICATIONS

CUSTOM ROYAL V-8 • ROYAL V-8

ENGINES. Super Red Ram V-8 (on Custom Royal V-8): Eight-cylinder, overhead valves, V-type, 183 horsepower at 4400 rpm. Torque, 245 lb-ft. at 2400 rpm. Compression ratio, 7.6 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shut-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. (with heater, 20 qts.). Red Ram V-8 (on Royal V-8): Eight-cylinder, overhead valve, V-type, 175 horsepower at 4400 rpm. Torque, 240 lb-ft. at 2400 rpm. Compression ratio, 7.6 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shut-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. (with heater, 20 qts.).

ELECTRICAL SYSTEM. 3-cell, 6-volt battery. 105 ampere hour capacity. High-capacity 45-ampere generator. Resistor spark plugs. Weatherproof ignition system. Variable-speed electric windshield wipers. Double-breaker distributor with dual automatic spark control.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty, oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank. Tank capacity, 17 gals.

CHASSIS. Double-channel, box-section frame. Independent front suspension with coil springs. Symmetrical tie arm steering system. Semi-elliptical ground leaves in rear springs. Offload shock absorbers. Semi-floating Hypoid rear axle. Hechikase drive. Safe-Guard hydraulic brakes with Cycloload lining. Safety-Rite wheels. Extra-low pressure subbase tires, 7.10 x 15. Independent parking brake.

TRANSMISSIONS. PowerFilter Drive: fully automatic transmission with torque converter and 2-speed planetary gear set. Automatic Over-drive: 2-speed planetary gear set with standard transmission. Easy-Shift Transmission: conventional 3-speed transmission.

DIMENSIONS. Custom Royal Lancer, Custom Royal Lancer Convertible, Royal Lancer: Wheelbase, 120 in. Overall length, 212.1 in. Overall width, 74.5 in. Overall height (loaded) 60.6 in.

CORONET V-8

ENGINE. Red Ram V-8: Eight-cylinder, overhead valve, V-type, 175 horsepower at 4400 rpm. Torque, 240 lb-ft. at 2400 rpm. Compression ratio, 7.6 to 1. Bore, 3.63 in. Stroke, 3.256 in. Piston displacement, 270 cu. in. Rotary oil pump. Shut-type oil filter. Oil capacity, 5 qts. Coolant capacity, 19 qts. (with heater, 20 qts.).

ELECTRICAL SYSTEM. 3-cell, 6-volt battery. 105 ampere hour capacity (without automatic transmission), 120 ampere hour capacity (with automatic transmission). High-capacity 45-ampere generator. Resistor spark plugs. Weatherproof ignition system. Single-speed electric windshield wipers.

FUEL SYSTEM. Dual-downdraft carburetor. Heavy-duty oil-bath air cleaner. Automatic choke. High-capacity fuel pump. Oilite fuel filter in fuel tank. Tank capacity, 17 gals.

CHASSIS. Double-channel box-section frame. Independent front suspension with coil springs. Steering system: tie arm, equal tie rods. Semi-elliptical ground leaves in rear springs. Offload shock absorbers. Hechikase drive. Safe-Guard hydraulic brakes with Cycloload lining. Safety-Rite wheels. Extra-low pressure subbase tires, 7.10 x 15. Independent parking brake.

TRANSMISSIONS. PowerFilter Drive: fully automatic transmission with torque converter and 2-speed planetary gear set. Automatic Over-drive: 2-speed planetary gear set with standard transmission. Easy-Shift Transmission: conventional 3-speed transmission.

DIMENSIONS. Wheelbase, 120 in. Overall length, 212.1 in. Overall width, 74.5 in. Overall height (loaded) 60.6 in.

Super Red Ram V-8 engine with special power equipment (4 barrel carburetor, special manifold and dual exhaust system) available as optional equipment at extra cost on all V-8 models (Custom Royal, Royal and Coronet). Boosts horsepower to 193 at 4400 rpm; torque 245 lb-ft. at 2400 rpm.

The policy of Dodge Division of Chrysler Corporation is one of continuous improvement in design and manufacture where ever possible to deliver a car that meets the highest standards. Equipment and prices are subject to change without notice.

DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN